

## CLAIMS

1. A text displaying terminal unit comprising
  - means for memorizing a preset keyword;
  - means for receiving an input text;
  - display means for displaying the information on a display picture domain;
  - means for verifying whether or not there exists a keyword in the input text;
  - means for adding to said text preset displaying attributes of said text and/or a background image associated with said keyword, if such keyword exists;
  - means for transmitting the text information, corresponding to said text added by said preset displaying attributes, as a message, over a communication network;
  - means for receiving said message over said communication network; and
  - display control means for displaying said message on said display picture domain.
2. The text displaying terminal unit according to claim 1 wherein the preset displaying attributes of said background image include attributes determining the movements of said image.
3. The text displaying terminal unit according to claim 1 wherein said preset displaying attributes include the displaying attributes of the movements of letters or characters of said text.
4. The text displaying terminal unit according to claim 1 further comprising

means for a user registering the keyword and displaying attributes associated with said keyword.

5. A server connected to a text displaying terminal unit over a communication network, said server comprising

means for memorizing a preset keyword;

means for receiving a text message over said communication network from said text displaying terminal unit;

means for verifying whether or not there exists said keyword in the received text;

means for adding preset displaying attributes of said text and/or a background image, associated with said keyword, to said text, if such keyword exists; and

means for transmitting a message, corresponding to said text added by said preset displaying attributes, to a destination of said text message.

6. The server according to claim 5 wherein the preset displaying attributes of said background image include attributes determining the movements of said image.

7. The server according to claim 5 wherein said preset displaying attributes include the displaying attributes of the movements of letters or characters of said text.

8. The server according to claim 5 further comprising

means for accepting registration of a keyword and displaying attributes associated with said keyword, from user to user, over said communication network.

9. A server connected to a text displaying terminal unit over a communication network, said server comprising

means for memorizing a preset keyword;

means for receiving a text message over said communication network from said text displaying terminal unit;

means for verifying whether or not there exists said keyword in the received text;

means for adding preset displaying attributes of said text and/or a background image, associated with said keyword, to said text, if such keyword exists; and

means for accumulating a message, corresponding to said text added by said preset displaying attributes, in the form of the Web information, so that a user of the destination of said text message is able to browse said message.

10. The server according to claim 9 wherein the preset displaying attributes of said background image include attributes determining the movements of said image.

11. The server according to claim 9 wherein said preset displaying attributes of said text include the displaying attributes of the movements of letters or characters of said text.

12. The server according to claim 9 further comprising

means for a particular user accepting the registration of the keyword and the displaying attributes associated with the keyword over said communication

network.